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The Fifth Estate

Broadcasting Sep 26

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52d Year 1983
IN THE NEWS

Vol. 105 No. 13

Broadcasting Sep 26

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Second 'Digest' study claims network TV erosion

Magazine survey of Syracuse says cable homes spend less time watching networks; TVB questions accuracy of research

The latest salvo fired by *Reader's Digest*, purportedly demonstrating that network television shares have substantially eroded in markets where cable television coexists, seems to be arousing little interest or formal counterarguments from the three major networks.

In a back cover advertisement in the Sept. 5 issue of *Advertising Age*, *Reader's Digest* proclaimed: "If you think the Tulsa study showed network erosion, wait'll you read the Syracuse study." The advertisement was the first public release of a study *Reader's Digest* commissioned from New York-based Audits and Surveys on the erosion of network television viewing in the Syracuse, N.Y., market. Conducted in June, the Syracuse study is similar to one done by Audits & Surveys in Tulsa, Okla., for *Reader's Digest* last January (BROADCASTING, Feb. 28).

According to the Syracuse study, the network share of prime time viewing averaged 89% in noncable homes, while in cable homes it dropped to 51%. In the Tulsa study, an A.C. Nielsen report was cited which found the network shares in prime time averaged 90% in noncable homes, 74% in 12-channel cable homes and 56% in 36-channel cable homes. In Syracuse, cable penetration is almost 60%, with all three systems of 36 channels or more.

The advertisement said Syracuse "confirms what we've been saying: Network erosion isn't a geographic or temporary fluke; it's a nationwide, permanent, snowballing effect." The advertisement went further, claiming that the Syracuse study "confirms something else: the rising threat of commercial 'zapping.' " ("Zapping" is the switching from one channel to another with a remote control unit to avoid commercial interruption.)

However, according to the study, only the incidence of remote control units in cable and noncable homes was measured—not the

Specials and new shows give ABC ratings win

ABC-TV captured a solid win in the prime time ratings race for the week ended Sunday, Sept. 18, the second-to-last in the 1982-83 season and one sprinkled with nine specials and the new-season premieres of the seven new and returning network series. It was the second consecutive weekly win for ABC, which has trailed both CBS-TV and NBC-TV in the ratings for much of the summer.

For the week, ABC averaged a 16.2 rating/27.8 share, according to A.C. Nielsen's National Television Index. CBS was second but more than two rating points behind, averaging a 14/23.9, while NBC, which began the week with nightly wins on Monday and Tuesday but finished with unusually poor showings on Friday and Sunday, averaged a 13.8/23.5.

ABC finished first on Wednesday, Friday, Saturday and Sunday and second on Monday and Tuesday. Its only third-place performance came Thursday, when a special NFL football broadcast of the Cincinnati Bengals vs. Cleveland Browns (12.0/23) and a repeat episode of its cancelled comedy, *Too Close For Comfort* (9.7/17) produced a nightly average of 12.7/24.6. CBS finished first on Thursday (17.5/29.8) with repeat episodes of its regular lineup and NBC came in second (16.0/27.1) with episode two of its new half-hour comedy, *We Got It Made* (17.3/27) plus repeats of the rest of its regular lineup.

ABC's strongest performance came Sunday, when a one-hour, 8 p.m. special, *Life's Most Embarassing Moments* (21.7/35), nearly tied the premiere installment of CBS's *60 Minutes* (21.7/37), which began airing nearly 30 minutes late, due to a football game overrun. At 9 p.m. Sunday, ABC aired the week's highest-rated program, the two-hour special premiere of its new action adventure series, *Hardcastle & McCormick* (26.7/43), which yesterday (Sept. 25) began airing in its regular, 8 p.m. Sunday slot.

NBC captured Monday and Tuesday nights with repeats of parts two and three of the mini-series, *Beulah Land*, which averaged 18.3/29 on Monday and 19/31 on Tuesday. Monday's lead-in, a one-hour special, NBC's *All-Star Happy Hour* (18.1/29) flattened not only a pair of half-hour repeats on CBS (10.8/17) but the premiere episode of ABC's *That's Incredible* (11.8/19). ABC's *Monday-Night Football*, a game between the San Diego Chargers and Kansas City Chiefs (16.5/29) came in third time period, and, as did the NFL season opener the week before, averaged ratings below those captured for the second Monday-night game of last season, a contest between the Green Bay Packers and the New York Giants (19.9/34).

After *Hardcastle* and *60 Minutes*, the week's highest-rated premiere was that of ABC's new half-hour comedy, *Webster* (19.2/34), which aired Friday at 8:30 p.m. following the premiere of the returning half-hour, *Benson* (15.8/30). Ranked behind *Benson* was a 90-minute special premiere of NBC's *Real People* (14.6/25). The week's lowest-rated premiere and program was NBC's *First Camera*.

1.	*Hardcastle & McCormick*	ABC	26.7/43	23.	*One Day at a Time*	CBS	17.0/26	45.	*Trapper John, MD*	CBS	12.9/26
2.	*60 Minutes*	CBS	21.7/37	24.	*Cagney & Lacey*	CBS	16.9/26	46.	*NFL Thursday Football*	ABC	12.9/23
3.	*Embarassing Moments*	ABC	21.7/35	25.	*Monday Night Football*	ABC	16.5/29	47.	*Gimme A Break*	NBC	12.4/11
4.	*A Team*	NBC	20.9/35	26.	*TV Censored Bloopers*	ABC	16.4/29	48.	*Joanie Loves Chachi*	ABC	12.2/20
5.	*NFL Football Post-Game*	CBS	20.6/40	27.	*Hart to Hart*	ABC	16.2/28	49.	*St. Elsewhere*	NBC	11.8/22
6.	*Miss America Pageant*	NBC	20.5/40	28.	*Cheers*	NBC	15.9/25	50.	*That's Incredible*	ABC	11.9/19
7.	*Three's Company*	ABC	20.0/32	29.	*Benson*	ABC	15.8/30	51.	*No Man's Valley*	CBS	11.0/18
8.	*Simon & Simon*	CBS	19.5/31	30.	*My Bodyguard*	CBS	15.6/26	52.	*Happy Days*	ABC	10.6/18
9.	*Magnum P.I.*	CBS	19.4/33	31.	*Maid in America*	CBS	15.2/26	53.	*Square Pegs*	CBS	10.6/17
10.	*9 to 5*	ABC	19.4/31	32.	*Love Boat*	ABC	14.9/27	54.	*Ripley's Believe It Or Not*	ABC	10.5/19
11.	*Webster*	ABC	19.2/34	33.	*Fall Guy*	ABC	14.8/27	55.	*The Bunker*	CBS	10.3/17
12.	*Beulah Land, part 3*	NBC	19.0/31	34.	*Real People*	NBC	14.6/25	56.	*Too Close for Comfort*	ABC	9.7/17
13.	*Lottery!*	ABC	18.6/33	35.	*Love Boat Preview*	ABC	14.5/28	57.	*Bugs Bunny Special*	CBS	9.3/16
14.	*Newhart*	CBS	18.5/28	36.	*Two Marriages*	ABC	13.9/23	58.	*Saturday Morning Preview*	CBS	8.8/16
15.	*Hill Street Blues*	NBC	18.3/34	37.	*Alice*	CBS	13.8/22	59.	*Best of Everything*	NBC	8.8/14
16.	*Beulah Land, part 2*	NBC	18.3/29	38.	*Mama's Family*	NBC	13.8/22	60.	*Walt Disney*	CBS	8.7/17
17.	*M*A*S*H*	CBS	18.3/28	39.	*Knots Landing*	CBS	13.6/25	61.	*Silver Spoons*	NBC	8.7/16
18.	*Monday Night Football*	CBS	18.2/36	40.	*Goodnight, Beantown*	CBS	13.5/22	62.	*Different Strokes*	NBC	8.3/16
19.	*All-Star Happy Hour*	NBC	18.1/29	41.	*Dynasty*	ABC	13.3/24	63.	*Senior Trip*	CBS	8.1/15
20.	*Jeffersons*	CBS	17.9/27	42.	*Dukes of Hazzard*	CBS	13.1/24	64.	*Yummy Awards*	NBC	7.0/13
21.	*Matt Houston*	ABC	17.7/33	43.	*Family Ties*	NBC	13.1/22	65.	*Young Frankenstein*	NBC	6.9/13
22.	*We Got It Made*	NBC	17.3/27	44.	*Knight Rider*	NBC	13.0/21	66.	*First Camera*	NBC	6.0/11

each). It also owns KKAN(AM) and has CP for new FM at Phillipsburg, Kan. Filed Sept. 9.

■ WAEW(AM)-WXVL(FM) Crossville, Tenn. (1330 khz, 1 kw-D; FM: 99.3 mhz, 3 kw; HAAT: 170 ft.—Seeks transfer of control of Crossville Broadcasting Inc. from C. Stanton Hawkins (51% before; none after) to Michael D. Stone (49% before; 100% after). Consideration: $700,000. Principals: Seller has no other broadcast interests. Buyer is Crossville, Tenn.-based publisher, who has no other broadcast interests. Filed Sept. 13.

■ WITA(AM) Knoxville, Tenn. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Forus Communications of Tenn. Inc. to WITA Inc. for $675,000. Seller is owned by Carl Voth, president and Simon Rosen (50% each). It also owns WTIS(AM) Tampa, Fla.; KITA(AM) Little Rock, Ark.; WSIV(AM) E. Syracuse, and WOIV(FM) DeRuyter Township, both New York. Buyer is owned by Fred Westenberger, president and family. Fred Westenberger also owns WVOG(AM) New Orleans and WMQM(AM) Memphis. Filed Sept. 7.

■ KJIM(AM) Fort Worth (870 khz, 250 w-D)—Seeks transfer of control of Fort Worth KJIM Inc. from The Venture Group Inc. (100% before; none after) to B.J. Glascock (none before; 100% after). Consideration: assumption of $500,000 in debt. Principals: Seller is headed by Glascock. It also owns KSEY-AM-FM Seymour, Tex. Buyer is insuranceman in Dallas, who already owns 37%. He has no other broadcast interests. Filed Sept. 7.

■ WEXM-AM-FM Jamesville/Exmore, Va. (1520 khz, 5 kw-D, DA; FM: 107.5 mhz, 50 kw, HAAT: 260 ft.)—Seeks assignment of license from Parker-Rew Enterprises to Bay Star Communications Inc. for $200,000. Seller is owned by Creston E. Parker and James A. Res Jr., who have no other broadcast interests. Buyer is owned by Klein G. Leister, president and William E. Esham Sr. (26% each), James D. Layton and Wayne A. Powell (24% each). It also owns WKHI(FM) Ocean City, Md. Filed Sept. 12.

■ WPUV(AM)-WPSK-FM Pulaski, Va. (1580 khz, 5 kw-D; FM: 107.1 mhz, 2.85 kw, HAAT: minus 58 ft.)—Seeks assignment of license from Claytor Lake Broadcasting Corp. to Radiox Inc. for $415,000. Seller is owned by Jimmy R. Lester, who has no other broadcast interests. Buyer is owned by Randal J. Kirk, president, who has interest in CP for new TV at Bluefield, Va. He is attorney in Bland, Va. Filed Sept. 9.

■ WIVI-FM Christianstead, Virgin Islands (99.5 mhz, 10.5 kw, HAAT: 1,080 ft.)—Seeks assignment of license from CDI Communications to Leisure Market Radio Inc. for $800,000 (BROADCASTING, Sept. 19, 1983). Seller is principally owned by Gerald P. Mikitka. It also owns WKZN-AM-FM Zion, Ill. (Kenosha, Wis.); WADC(AM)-WIBZ(FM) Parkensburg, W.Va., and KQSA(AM)-KIXY-FM San Angelo, Tex. Buyer is headed by Robert E. Richer, president. It also has interest in WOTB(FM) Middletown, R.I. Filed Sept. 9.

■ WWYO(AM) Pineville, W.Va. (970 khz, 1 kw-D)—Seeks transfer of control of Wyoming Broadcasting Co. Inc. from Robert D. Bailey III (85.5% before; 8.5% after) to Stephen Keith Browning and Larry Randall Parks. Consideration: Buyers will work to rehabilitate station. Seller has no other broadcast interests. Buyers: Browning is sales manager and Parks is general manager at WWYO. Filed Sept. 12.

Actions

■ WEIS(AM) Centre, Ala. (990 khz, 250 w-D)—Granted assignment of license from Cherokee County Broadcasting Co. Inc. to Weis Radio for $157,675. Seller is headed by James M. Davis, president. Buyer is owned by Jerry W. Baker and Linda G. Baker. They have no other broadcast interests. (BAL-830705FD) Action Sept. 6.

■ WWLX(AM) Lexington, Ala. (620 khz, 5 kw-D)—Granted assignment of license from Wright, Wright and Sanders to Roger W. Wright for $4,000. Sellers are dissolving partnership and assigning license and assets to Roger Wright. Buyer is applicant for new FM at Minor Hill, Tenn. (BAL-830718EM) Action Sept. 6.

■ KIEL(AM) Jacksonville, Ark. (1500 khz, 1 kw-D)—Granted assignment of license from KEZQ Ltd. to National Black Media Coalition as donation ("In Brief," Aug. 1). Seller is owned by general partner Robert Understein and group of eight limited partners including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. With Eisen and Weitzman, Shrinsky also has interest in WUSQ(AM)-WVAI(FM) Winchester, Va., KEZQ(FM) Jacksonville, and KXLR(AM) North Little Rock, Ark. It divested itself of KIEL to comply with FCC duopoly rules. Buyer: nonprofit corporation, headed by Pluria Marshall, chairman. It has no other broadcast interests. (BAL-830725FA) Action Sept. 6.

■ KXLR(AM) Little Rock, Ark. (1150 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from KXLR Inc. to KEZQ Ltd. for $500,000, including $250,000 noncompete agreement (BROADCASTING, May 30). Seller, based in Hollywood, Calif., is owned by Shamrock Broadcasting Co., headed by Roy E. Disney, chairman. It also owns one AM, five FM's and four TV's. Buyer is owned by general partner, Robert Understein and group of eight limited partners, including Washington communications attorneys Jason Shrinsky, Bruce Eisen and James Weitzman. They are principals in KIEL(AM)-KEZQ(FM) Jacksonville, Ark. With Eisen and Weitzman, he also has interest in WUSQ(AM)-WVAI(FM) Winchester, Va. (BAL-830621FR) Action Sept. 6.

■ KIOI(FM) San Francisco (101.3 mhz, 125 kw; HAAT: 1,160 ft.)—Granted assignment of license from The Charter Co. to Price Communications for $12.4 million cash (BROADCASTING, May 2). Seller is publicly-traded Jacksonville, Fla.-based oil and insurance conglomerate that is selling off its radio station group. KIOI is last of company's stations to be sold. Charter last year sold WDRQ(FM) Detroit to Amaturo Group for $5 million (BROADCASTING, Nov. 1, 1982) and, earlier this year, KYKY(FM) St. Louis, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis. to Surrey Broadcasting for $10 million (BROADCASTING, Feb. 21). Buyer is publicly-traded New York-based company, headed by Robert Price, president, which also owns WOWO(AM) Fort Wayne, Ind. (BALH-830614GK) Action Aug. 30.

■ KFXD-AM-FM Nampa, Idaho (580 khz, 5 kw-U, DA-N; FM: 94.9 mhz, 46 kw, HAAT: 2,520 ft.)—Granted assignment of license from Idaho Broadcasting Co. to Boise Broadcasting Ltd. for $1.1 million (BROADCASTING, July 25). Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters; they have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn., KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. (BAL,H-830715EJ,K) Action Aug. 29.

■ KCBC(AM) Des Moines, Iowa (1390 khz, 1 kw-U, DA-N)—Granted assignment of license from Harry G. Slife, receiver, to KRMB Inc. for $135,000. Seller also owns KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa; KFVS-TV Cape Girardeau, Mo.; WAFF(TV) Huntsville, Ala., and WTOC-TV Savannah, Ga. Buyer is owned by John G. Enoch, president (80%) and wife, Sara L. It has no other broadcast interests. (BAL-830715EI) Action Aug. 29.

■ WOWD(FM) Tallahassee, Fla. (103.1 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from AM-RAD Corp. to Kelly Communications Inc. for $1.47 million (BROADCASTING, May 30). Seller is owned by Maurice Negrin and George Jacobson. Negrin is also principal in WMOE(AM) Alpharetta, Ga. Jacobson has no other broadcast interests. Buyer is principally owned by Jim McCrudden. It also owns WQPD(AM) Lakeland, Fla.; KJEZ(FM) Poplar Bluff, Mo., and KTGR(AM)-KCMQ(FM) Columbus, Mo. (BALH-830526HA) Action Aug. 30.

■ WGKY-FM Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Granted assignment of license from Hayward F. Spinks to his daughter, Leesa Spinks Hunt for assumption of $10,000 in debt. Seller owns WLLS-AM-FM Hartford, Ky. Buyer is manager of WGKY-FM and has no other broadcast interests. (BAPLH-830718GV) Action Aug. 31.

■ WACZ(AM) Bangor, Me. (620 khz, 5 kw-U, DA-N)—Granted assignment of license from Acton Communications of Maine Inc. to The Zone Corp. for $575,000. Seller is headed by George M. Phillips, president. It also has interest in WDLW(AM) Waltham, Mass. Buyer is owned by Stephen E. King, president, who is author and has no other broadcast interests. (BAL-830627EI) Action Aug. 31.

■ WXOX(AM) Bay City, Mich. (1250 khz, 1 kw-D)—Granted assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for $360,000, including $100,000 noncompete agreement. Seller is headed by Donald K. Mayle, president. Mayle is also 85% owner of WWWS(FM) Saginaw, Mich. Buyer is owned by Gene Ellerman and wife, Vera (50% each). It has no other broadcast interests. (BAL-830714EC) Action Aug. 29.

■ WSEL-AM-FM Pontotoc, Miss. (1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, HAAT: 405 ft.)—Granted assignment of license from Pontotoc Broadcasting Co. Inc. to Joseph D. Lowe for $310,000. Seller is headed by Lee H. Thompson, president. It has no other broadcast interests. Buyer also has bought, subject to FCC approval, WVLY(AM) Water Valley, Miss. (BAL,H-830719HC,D) Action Aug. 31.

■ KBOA(AM)-KTMO(FM) Kennett, Mo. (830 khz, 1 kw-D, DA-D; FM: 98.9 mhz, 100 kw, HAAT: 370 ft.)—Granted assignment of license from KTMO Inc. to KBOA Inc. for $1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTC(TV)-KTXR(FM) Springfield, and 100% of KFAL(AM)-KKCA(FM) Fulton, KLEX(AM)-KBEK(FM) Lexington, all Missouri. (BALH-830719EN,O) Action Sept. 6.

■ KFXZ(FM) Kalispell, Mont. (98.5 mhz, 100 kw, HAAT: 420 ft.)—Granted assignment of license from Glacier Country Broadcasters Inc. to Bee Broadcasting Inc. for $315,000 Seller is principally owned by Michael A. Roberts and his former wife, Peggy Pillor (one-third each). They have no other broadcast interests. Buyer is owned by Benny Bee, president, who also owns KJJR(AM) Whitefish, Mont., and is applicant for new FM at Billings, Mont. (BALH-830610GF) Action Aug. 31.

■ WIIN(AM)-WFPG(FM) Atlantic City (1450 khz, 1 kw-D, 250 w-N; FM: 96.9 mhz, 50 kw, HAAT: 340 ft.)—Granted assignment of license from Eastern Broadcasting Co. Inc. to Atlantic County Radio Inc. for $2.5 million (BROADCASTING, July 11). Seller is owned by Daniel Diener. It has no other broadcast interests. Buyer is owned by Allan W. Roberts, president (75%) and his brother, Bertram M. (25%). Allan Roberts also owns WUHN(AM)-WUPE-FM Pittsfield, Mass. (BAL,H-830722HX,Y) Action Sept. 8.

■ WKOL(AM) Amsterdam, N.Y. (1570 khz, 1 kw-D)—Granted assignment of license from Jedco Broadcasting Corp. to Metter Broadcasting Inc. for $220,000. Seller is principally owned by Edward Stanley, president (51%). It also owns WSCG(FM) in Corinth, N.Y. Buyer is owned by Michael L. Metter, president, who has no other broadcast interests. Metter is New York-based investment broker. (BAL-830701FA) Action Sept. 6.

■ WTUV(TV) Utica, N.Y. (ch. 33, 53.5 kw vis., 5.35 kw aur.; HAAT: minus 125 ft.)—Granted assignment of license from Broadcast Facilities to Mohawk Valley Broadcasting Associates for $18,000. Seller is owned by Robert Raide, who also owns WOZO(AM) Penn Yan and WCDO(AM) Sidney, both New York. He also owns CP for new FM at Sidney. Buyer is equally owned by Craig Fox, Joel Friedman and Kevin O'Kane. Fox has interest in permittee for new TV's at Hazleton and Scranton, both Pennsylvania, and at Ithaca, N.Y.; WAQX(FM) Manlius, N.Y.; WOLF(AM) Syracuse, N.Y.; applicant for new AM's at Canton, N.Y., Concord, N.H., and new FM's at Honolulu and Sanibel, Fla. Friedman is general sales manager for WAQX and WOLF. Kane is announcer and operations and programing assistant at WOLF. (BAPCT-830707KF) Action Aug. 31.

■ WKBJ-AM-FM Milan, Tenn. (1600 khz, 1 kw-D; FM:

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.